

ORDER



Orders
Order / Rev: 168198
Alt Order #: 06357184
Product Desc: THOMPSON FOR SENATE
Estimate: 2777
Flight Dates: 10/01/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/T Thompson/R/Sen/WI
Demographic: A50+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	33	\$17,775.00	\$15,108.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$17,775.00	\$15,108.75	0.00
Totals	33	\$17,775.00	\$15,108.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	14%	\$17,775.00
Market	100%	\$126,964.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$43,167.86
WITI	31%	\$39,358.93
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$26,662.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/07/12	10/07/12	Sun 1030a-11a	SPRT	1030a-11a	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Green and Gold Game Day Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$400.00		0.00					
E 2	WDJT	10/01/12	10/05/12	Price Is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	MTWTF--		5		\$350.00		0.00					

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 Estimate: 2777

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/08/12	10/08/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$350.00		0.00			
E 4	WDJT	10/01/12	10/07/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	M-W-F-S	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-W-F-S					4	\$200.00		0.00			
E 5	WDJT	10/08/12	10/08/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$200.00		0.00			
E 6	WDJT	10/01/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$750.00		0.00			
E 7	WDJT	10/01/12	10/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTW-F--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW-F--					4	\$750.00		0.00			
E 8	WDJT	10/08/12	10/08/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$750.00		0.00			
E 9	WDJT	10/01/12	10/07/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	MTWTFSS	:30	7	\$800.00	P-2	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTFSS					7	\$800.00		0.00			
E 10	WDJT	10/08/12	10/08/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$800.00		0.00			
E 11	WDJT	10/06/12	10/06/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11 (2:00 PM-5:00 PM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$250.00		0.00			
E 12	WDJT	10/06/12	10/06/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a	CM	6a-9a	-----1-	:30	1	\$25.00	LUR	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$25.00		0.00			
E 13	WDJT	10/07/12	10/07/12	1205a-105a Castle	CM	1205a-105a	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$100.00		0.00			
													Totals	33	\$17,775.00